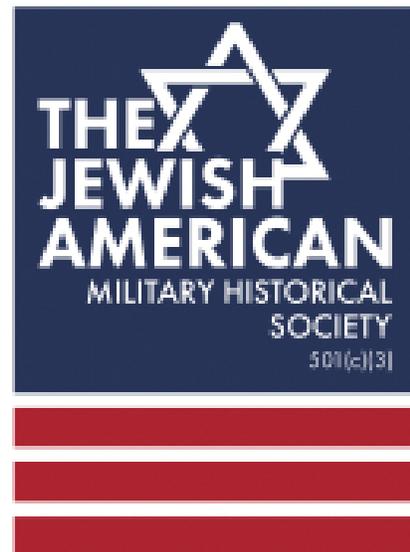




THE GUEST ROOM
AGENCY

**INTEGRATED
SOCIAL MEDIA
PLAN FOR
JEWISH
AMERICAN
MILITARY
HISTORICAL
SOCIETY**



**Kelly Dugan
Caroline Estella
Hannah Gates
Samantha Kilman
Cecilia Roller
Nina Savio
Allison Schuster
Sophie Simmons
Bing Sun**

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Meet the Team



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Media Relations
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Opportunity Statement

The Jewish American Military Historical Society lacks the engagement necessary to promote its ideas and storytelling to the public. The source of concern is its social media presence in addition to the content produced. In addition, there is an opportunity for JAMHS to be a leader in the Jewish American Military community by emphasizing the importance of this last generation of Holocaust survivors. Its competitors, including The National Museum of American Jewish History, are attracting the majority of the target audience because of their establishment and budget. Therefore, through social media and content creation JAMHS must create an online presence that can display original content to the public and engage with the community.

Executive Summary

The Jewish American Military Historical Society (JAMHS) is a non-profit organization with the purpose to “preserve the history of Jewish Americans in the military, interpret the impact of Jews to military and civil service, and educate the public to these contributions.” Its overall goal is to document, uplift and educate the public about the stories of marginalized groups in the military.

JAMHS has a small following on social media platforms including, Instagram, Facebook and Youtube. Its social media platforms reach an older audience with its main demographic being men over the age of 65. Despite having a following on these platforms, JAMHS struggles to reach a younger target audience and to get the audience to engage with the content posted.

In order to accomplish its organizational goal, JAMHS needs to increase the public's awareness of the organization. Currently, The Guest Room Agency believes that JAMHS is struggling to interact effectively with its target audience. This lack of awareness is making it difficult for JAMHS to get the donations that are needed to educate the public and preserve the legacy of Jewish Veterans. The Guest Room Agency has developed a social media campaign to increase brand awareness for JAMHS.

Executive Summary

To allow for a larger audience and younger demographic, The Guest Room Agency has created a highly engaging and easily shareable social media plan that utilizes Facebook, Instagram, LinkedIn, YouTube and the JAMHS website. This plan entails posting more content than the organization has been doing in the past, in order to expand the organization's audience. The Guest Room Agency believes by posting more frequently on all of these platforms, JAMHS can successfully expand its audience.

Client Background

JAMHS is a non-profit organization that was created in 2018 by Sam Yudin. All aspects of JAMHS are managed by Sam and volunteers. Currently, JAMHS is a relatively unknown organization that is struggling to engage with its target audience. This is making it difficult for JAMHS to get the donations and the volunteers the organization needs to accomplish its goal. In order to increase awareness for JAMHS The Guest Room Agency has developed a social media campaign. This campaign takes into account the fact that Sam is the only person able to share content. Therefore, The Guest Room Agency tried to develop a campaign that is not too overbearing and easily implementable.

The Guest Room Agency developed this campaign by analyzing JAMHS current social media analytics as well as exploring the sorts of content similar organizations share on their social media accounts. From this, The Guest Room Agency came to the conclusion that JAMHS is not sharing enough content on a regular basis to capture the attention of its target audience. The content that JAMHS is posting is not emotionally charged and or easily shareable. Without having regularly shared content that is emotionally charged and easily re-postable, it is difficult for JAMHS to successfully engage with its target audience.

Target Publics

The Guest Room Agency believes that JAMHS should target men between the ages of 17-35 who have military interests, historical interests, military experience and are members of the Jewish community. The Guest Room Agency believes that this is the age group that most needs to hear the information JAMHS has to offer.

Currently, JAMHS' most popular platform is Facebook. The Guest Room Agency explored Facebook analytics to see who the primary individuals following JAMHS on Facebook were. The analytics revealed that JAMHS followers consist mostly of men 65+. Despite success on Facebook, Instagram should be the main platform used to target the younger audience. Research has shown the age group 17-35 use Instagram as their main source of media. In order to keep the stories of Jewish veterans alive. The Guest Room Agency has developed a social media campaign that is focused on engaging a younger audience.

The Guest Room Agency has recommended a new platform for JAMHS to share its content to. The Guest Room Agency has also developed a month's worth of content to be shared on each social platform. The goal of this campaign is to increase overall engagement and brand awareness for the organization. The Guest Room Agency believes by targeting a younger age demographic, JAMHS can expand its overall following.

Situational Analysis

Currently JAMHS is struggling to engage with its target audience. Its social media content is receiving little attention which is affecting the number of volunteers and donations JAMHS has. Without donations and volunteers, the organization can not accomplish its organizational mission.

Objectives

Goal: Historical contributions of Jewish American military members are widely recognized.

Objective I: Volunteer sign-up via volunteer management increases volunteer rolls by 10% over the previous year within the first nine months of rollout.

Objective II: Facebook followers increase by 25% over the next six months due to a more effective social media strategy.

Objective III: Through increased awareness and promotion of the organization's mission, donation base will be increased to come from 20% new donors by June 2023.

Strategy #1: Utilize a volunteer management application.

Strategy #2: Improve social media usage through more quality content that encourages further engagement and shareability.

Strategy #3: Utilize pre-existing groups within the target audience, such as Facebook groups, to meet the target audience where they are, as well as implement more emotionally charged content that will resonate with the audience to inspire donations.

Objective 1:

- Select a volunteer management application.
- Input existing volunteer base into chosen app and notify volunteers of the new software.
- Launch application usage.

Objective 2:

- Post emotionally charged content promoting share-ability on Instagram.
- Post informational and educational content promoting shareability on LinkedIn.
- Post emotionally charged content promoting share-ability on Facebook.
- Post informational and emotionally charged content promoting shareability on YouTube.
- Post informational and educational content promoting shareability on website.

Objective 3:

- Join related Facebook groups.
- Promote content in related Facebook groups and contribute in timely topics of conversation.
- Share well-written, diverse content across platforms that will resonate with audience.

Budget

ITEM	TACTIC	DESCRIPTION	COST/ITEM	TOTAL COST
Part-time Employee assisting in assortment of volunteer applications.	Tactic #1: Utilize a volunteer management application	The addition of a part-time employee for JAMHS would improve the efficiency of sorting and approving volunteer applications, facilitating Tactic #1.	\$15 per hour for ~10 hours	\$150
Canva Premium	Tactic #2: Improve social media usage through more quality content that encourages further engagement and shareability.	Canva premium offers access to a larger collection of elements, fonts, and storage. The user may also create a brand kit with specific colors and fonts that are used on any branded piece of content created. This will be beneficial when creating content for the JAMHS social media accounts and help to expedite the creative process.	\$119.99 per year for ~1 year	\$119.99
LinkedIn Premium	Tactic #3: Utilize pre-existing groups within the target audience, such as Facebook groups, to meet the target audience where they are, as well as implement more emotionally charged content that will resonate with the audience to inspire donations.	LinkedIn premium provides the user with access to see who has viewed your profile when you show up in searches, direct messaging, and advanced applicant insights and engagement analytics. Subscribing to LinkedIn Premium would offer the JAMHS account to be able to see who is engaging with the profile to a greater extent.	\$29.99 per month for ~6 months	\$179.94
TOTAL			\$	449.93

Workflow Process



The Guest Room Agency created a social media plan that Sam Yudin can complete on his own, without any help from outside sources. If the campaign succeeds and JAMHS's social media platforms grow in followers The Guest Room Agency thinks that JAMHS should develop a more extensive workflow process. This new process should utilize some of the volunteers so that Sam can focus on the business side of the JAMHS. Volunteers could be utilized to create more content similar to the content The Guest Room Agency has created for JAMHS. JAMHS could also hire someone to periodically evaluate the analytics and fill out the spreadsheet. The spreadsheet should be updated twice a month in order to see what posts are working.

The analytic services provided for free on all platforms will provide the necessary metrics for evaluating the success of this social media plan. The analytics on these platforms provide insight into what posts are most effective based on shares, comments, like etc. If any of the metrics increase in quantity then audience engagement has increased and the social media plan is working successfully. The metrics provided on these platforms also give insight into the audience's age and demographics. This will be helpful in gauging if the content is effective in reaching a younger audience.

The Guest Room Agency believes that JAMHS should look at these analytics after the first eight posts have been shared because it is the halfway point of the social media campaign. Then after the sixteen posts have been shared JAMHS should reassess the analytics to see if the content strategy The Guest Room Agency has developed is working. Google sheets should be used to track the mentions, impressions, engagement and conventions on each post to have a clear view of any changes in the audience interactions with the new content.

18-30

**Background and
Audience Persona**

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**Social Media
Audit**

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**Search Word
Optimization**

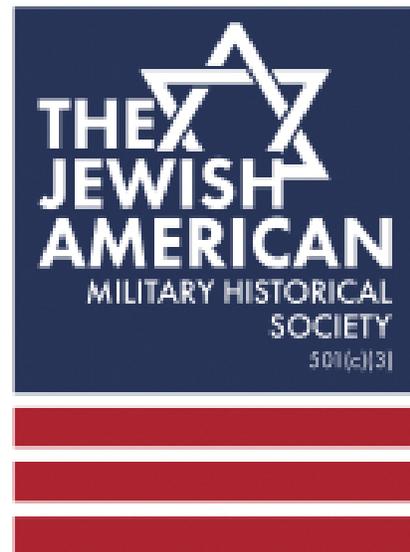
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**Implementation
and Evaluation**



THE GUEST ROOM
AGENCY

JEWISH AMERICAN MILITARY HISTORICAL SOCIETY



ORGANIZATION BACKGROUND AND AUDIENCE PERSONAS

Kelly Dugan
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Mission and Vision Statement

Our Mission

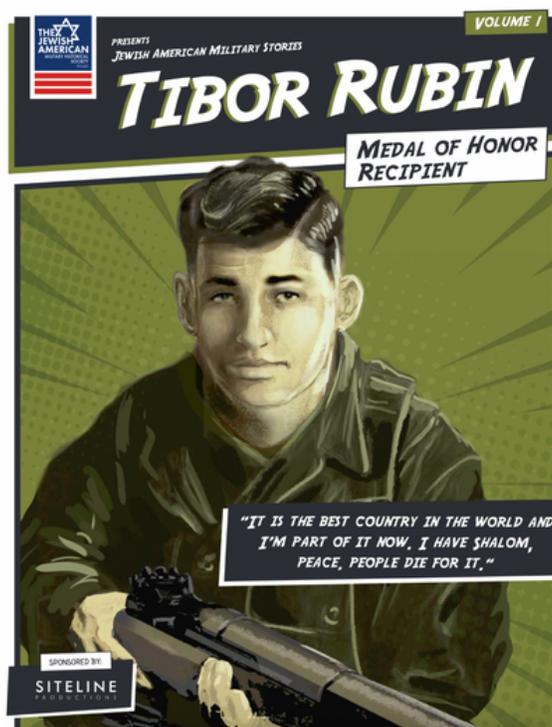
The Jewish American Military Historical Society (JAMHS) was created by Sam Yudin, a Jewish American military veteran. Outlined on JAMHS's website, JAMHS's purpose is to, “preserve Jewish American military history, interpret the impact of Jews to military and civil service, and educating [sic] the public to these contributions.” JAMHS does not have a specified mission or vision statement on its website (About Us 2020). JAMHS's main goal is to document, uplift, and educate the public about stories of marginalized groups within the military.

JAMHS is primarily focused on educating and documenting Jewish service because this is a group that Yudin identifies with. Once JAMHS is better established, Yudin wants to expand JAMHS's reach, to include a focus on diversity within the American military (Sam Yudin 2022).

“Preserve Jewish American military history, interpret the impact of Jews to military and civil service, and educating [sic] the public to these contributions.”

Products and Service

The main product that the Jewish American Military Historical Society is the “Tibor Rubin Jewish American Military Story Comic.” This is a free, downloadable piece centering around Tibor Rubin, a Holocaust survivor, prisoner of war, and Medal of Honor recipient (Tibor Rubin 2020). Yudin stated that this story is highlighted “because it is universally relatable and to teach[es] values,”(Sam Yudin 2022). The comic encourages visitors to donate to the JAMHS in order to continue making similar content free for accessibility and educational purposes. In addition to the comic documenting Rubin’s story, JAMHS features eight collections varying in media (Jewish American Military History Articles 2020).



Other Content

- Jewish American Medal of Honor Recipient Exhibit.
- Digital and print artifacts centering around the history of the Jewish community in the military.
- Digital articles documenting the stories and contributions of Jewish men in the American military.
- A final service that the organization hopes to offer is that of a “virtual tour.”

Competitive Landscape

The National Museum of American Jewish Military History (NMAJMH) is a similar, well-established organization that JAMHS could look to for guidance. This museum was established in 1958 by a congressional act.

NMAJMH Purpose

"Preserve a record of the patriotic contributions of the men and women of the Jewish faith who served during and between times of war in the Armed Forces of the United States."

The National Museum of American Jewish Military History

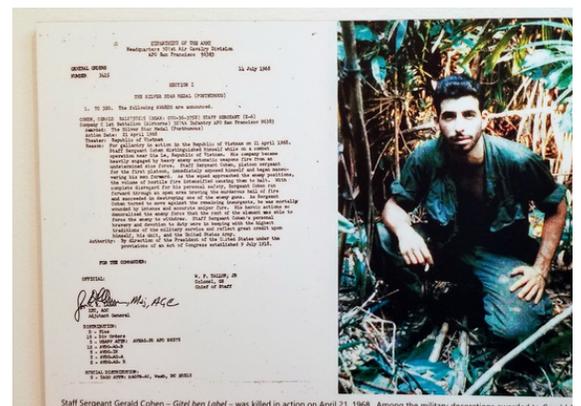
The Guest Room Agency has examined The National Museum of American Jewish Military History's social media accounts in order to see how their social media presence is influencing the museum's success. The Guest Room Agency noticed that NMAJMH has a decently strong social media presence and following. They utilize platforms such as Instagram, Facebook, LinkedIn, YouTube, and Twitter. The content on each of these platforms is primarily the same, except they seem to post more often on Facebook than on the other platforms which are where the organization has its most substantial following. NMAJMH currently has more than 2,000 followers on Facebook. This suggests that its primary audience engages more with Facebook than other social media applications. Since JAMHS has a similar target audience, this demonstrates that they should prioritize using Facebook as well (*National Museum of American Jewish Military History 2022*).

Competitive Landscape

The content that NMAJMH post on their social media is very different from the content that JAMHS posts. One thing that NMAJMH does is utilize its social media to highlight old stories that retell heroic actions. These posts are shared directly to their feed and the copy attached to them varies in length; some of them are only a paragraph while others are much longer. By sharing these stories, NMAJMH advertises some of the museum's content, which engages its target audience and brings attention to the organization.

Another thing that The Guest Room Agency noticed while exploring NMAJMH's socials is that the organization always posts for Jewish and national holidays. Taking such action would be an easy way for JAMHS to help build a relationship with the public and boost engagement. In order for a relationship to be built there needs to be a continual conversation and this is a potential way that JAMHS could communicate more with its audience.

NMAJMH also uses its social media accounts to advertise any special events that it is hosting. NMAJMH posts multiple times about each of these events which ensures that the target audience is aware of the events that are being hosted. After each of these events, NMAJMH then posts videos of the hosted event on the organization's YouTube channel. This gives those that were unable to attend the chance to engage with the material. Because NMAJMH has been around for so long, The Guest Room Agency believes that JAMHS should consider the ways in which NMAJMH uses its social media to communicate with its target audience (*National Museum of Jewish American Military History 2022*).



Headquarters and Leadership



The Jewish American Military Historical Society is a non-profit organization that was created by Sam Yudin in 2018. Sam Yudin graduated with a masters of leadership studies from University of Texas El Paso in 2017, one year later he founder JAMHS. Sam developed this non-profit in order to preserve and educate the public on the history of Jewish military service. Along with being founder of JAMHS Sam is post commander of the Jewish War Veteran of the USA. He is also works full time as program coordinator of the US Army (Yudin Sam 2022).



Audience

Target Audience:

The Jewish American Military Historical Society's target audience is those with military experience, military interests, historical interests and member of the Jewish community. Specifically, the Jewish American Military Historical Society wants to connect with veterans like Aaron Giller and Bill Ryan.

Demographics:

- Age: 17-35 (40% of service members are age 25 or younger, and 61% are age 30 or younger) (Menestrel, 2019)
- Marital status: married (53% of all active duty military are married) (Menestrel 2019)
- Economic characteristics: middle class
- Sex: male (82% of active duty military are male) (Menestrel, 2019)
- Children: yes (40% of all service members (831,870) have children who are minor dependents age 20 or younger)
- Geographical location: Pennsylvania, Texas and Florida (50% of all veterans live in the Top 10 most populous states as of last year. California, Texas, Florida, Pennsylvania and Ohio round out the top five states) (Menestrel, 2019) (S. Dixon & 28, 2022)

Hobbies:

- Going to the gym
- Fishing (26.5% of veterans spend their free time fishing)
- Hiking (With much of the veteran population tending to either originate from or settle in more rural parts of the country, we see a tendency for this community to gravitate towards the outdoors) (Understanding the Military: The Institution, the Culture, and the People, 2010)

Values:

- Integrity
- Loyalty
- Honor
- Discipline
- Family

Affiliations:

- U.S. Army
- Family and friends
- Infantry unit
- Fishing group
- Hiking dads group
- Gym group

Audience



The Jewish American Military Historical Society's target audience is those with military experience, military interests, historical interests, and the intersectionality of belonging to Jewish communities and heritage. Specifically, the Jewish American Military Historical Society wants to connect with someone like Aaron Giller and Bill Ryan.

Aaron Giller is a thirty-two-year-old infantry officer currently stationed in Oahu, Hawaii. Aaron is married to Hannah Giller, an Army nurse, and she is currently serving alongside him. Aaron graduated from ROTC at Auburn University. He received his Reconnaissance Commando certificate at the 2nd Regiment. This award is presented to Cadets who meet the rigorous standard set for the APFT, qualify as Sharpshooters, complete the six-mile march in 90 minutes or less and receive first-time go's on all First Aid, CBRN and Call for Fire tasks. This shows how Aaron is dedicated and loyal to his tribe and his country.

Aaron is a Jewish-American, who wants to connect with and honor his heritage. In his free time, Aaron can be found spending time with his family, staying up to date on current events and watching college football. Aaron is extremely passionate about the work he has done while serving. During this time, he found that there is a lack of representation among Jewish Americans in the military. The Jewish American Military Historical Society would allow Aaron to educate himself about those who served before him as well as instill pridefulness in his years of service as a Jewish-American.

Bill Ryan is a forty-year-old Jewish-American Army veteran and a father of two from Boston, Massachusetts. Bill's passions include outdoor activities such as hiking and fishing, as well as being a history buff, with a specific interest in the Vietnam War and Civil War. He loves spending quality time with his children and sharing and instilling his values in them. He is passionate about promoting diversity in the army and teaching his children to have respect for other cultures. Bill and his wife met in the army and are both Jewish. They are therefore intent on raising their children Jewish. Due to Bill's interest in history, he has knowledge of Jewish-Americans serving in the U.S. military. That being said, Bill is actively looking for a space where he can share and learn more about his interests with others and his children. The Jewish American Military Historical Society would benefit from his own stories and service and engage with his own intersectionality of being a person of color as well as a religious minority.

The Jewish American Military Historical Society would thus be able to provide the Giller family and the Ryan family with historical military stories that honor their heritage. As a result, these families could help share the lost history of Jewish-American and minority soldiers, aiding in furthering Sam's mission.

Audiences

Aaron Giller

History buff



"Never leave a man behind"

Age: **32**
 Work: **Infantry Officer**
 Family: **Married**
 Location: **Oahu, Hawaii**
 Character: **brave, selfless, loyal**

Personality



Strong Intelligent Hardworking Kind

Goals

- To improve people's perception of the military .
- To maintain healthy relationships with family and friends.
- To proudly represent the jewish community in the Army.

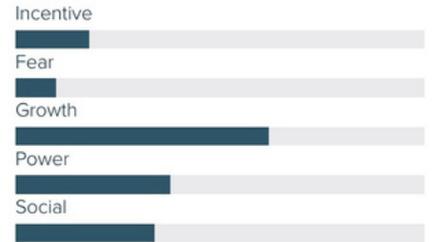
Frustrations

- Lack of representation of his heritage within the Army
- Lack of free time.

Bio

LT II Aaron M. Giller graduated from ROTC at Auburn University. He received his Reconnaissance Commando certificate at the 2nd Regiment, Advanced Camp Graduation in Fort Knox, Ky., July 4, 2019. This award is presented to Cadets who meet the rigorous standard set for the APFT, qualify as Sharpshooters, complete the six-mile march in 90 minutes or less and receive first-time go's on all First Aid, CBRN and Call for Fire tasks. As a practicing Jewish American, Aaron wants to connect with his heritage and learn more about the history of Jewish-American military members.

Motivation



Brands & Influencers



Preferred Channels



Bill Ryan



Aaron Giller

Bill Ryan

Family Man



- Caring
- Smart
- Driven
- Thoughtful

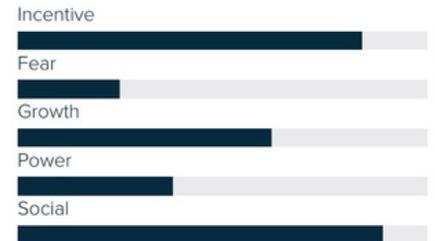
Goals

- Promote diversity in the Army.
- Create a good life for his children.
- Teach his children respect for other cultures.

Frustrations

- Lack of activities to do with his children.
- False media advertising and news.
- Lack of diversity in the Army.

Motivation



"Family first."

Brands & Influencers

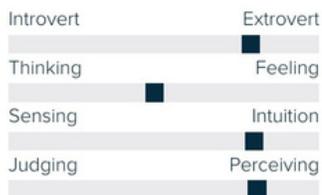


Preferred Channels



Age: **40**
 Work: **Veteran**
 Family: **Married with 2 kids**
 Location: **Allentown, PA**
 Character: **Hero**

Personality



Bio

Bill is an Army veteran living in Boston, Massachusetts. He has two children a daughter, Lily, and a son, Thomas. He loves doing outdoor activities such as hiking and fishing. Bill is history buff and loves learning more about the Vietnam War and Civil War. He loves spending time with his children and instilling his values in them. Bill met his wife while in the Army and she is still active. Bill's wife is Jewish and they are raising their kids Jewish.



Bill Ryan



Aaron Giller

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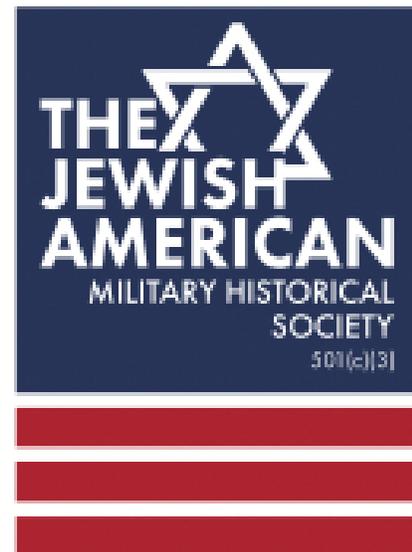
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THE GUEST ROOM
AGENCY

JEWISH AMERICAN MILITARY HISTORICAL SOCIETY



SOCIAL MEDIA AUDIT AND ANALYSIS REPORT

Kelly Dugan
Caroline Estella
Hannah Gates
Samantha Kilman
Cecilia Roller
Nina Savio
Allison Schuster
Sophie Simmons
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Current Social Media Platforms

Facebook

[@jewishmilitary](https://www.facebook.com/jewishmilitary)

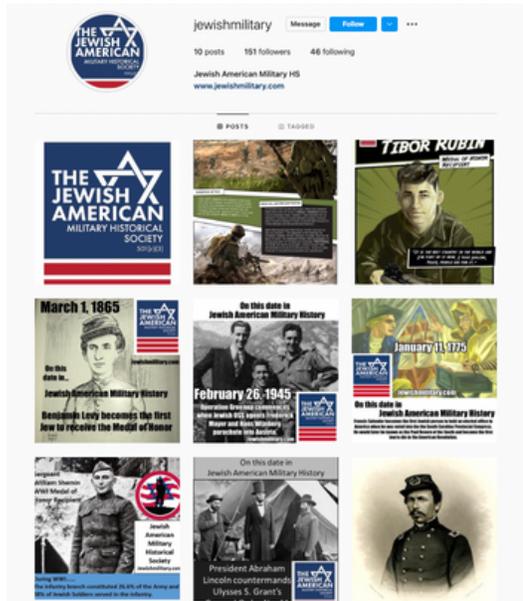
1,119 followers and 1,060 likes



Instagram

[@Jewishmilitary](https://www.instagram.com/Jewishmilitary)

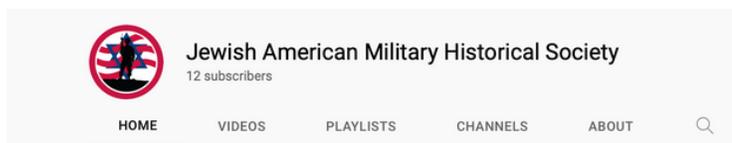
151 followers



YouTube

[@JewishAmericanMilitaryHistoricalSociety](https://www.youtube.com/JewishAmericanMilitaryHistoricalSociety)

12 Subscribers



Facebook Content Analysis

At the time of analysis, October 2022, The Jewish American Military Historical Society had 1,119 followers on its Facebook page, [@jewishmilitary](#). Out of all its social media platforms, JAMHS' Facebook account has the largest following. Over the last six months, JAMHS has only posted twice to its Facebook account. Therefore, we explored JAMHS's last twenty posts on Facebook in order to get an accurate idea of what type of content JAMHS likes to share on Facebook.

JAMHS primarily uses its Facebook to promote the different artifacts inside its collections. Oftentimes these posts are accompanied by no caption, which can make it difficult for the viewer to understand what they are seeing. For example, on September 24, 2021, JAMHS shared a series of photographs of stones with German writings carved into them. Because these posts did not have any description to accompany them, it was unclear what these stones were and what their importance was.

In order to understand what the posts were, an individual would have to use Google Translate. Therefore, these posts were not successfully communicating their intended message. We propose that JAMHS always provides a written caption to accompany the photographs they share. Without having a written description the posts can be unclear and therefore not meaningful.

Facebook Content Analysis

JAMHS' Facebook posts are often photographs of long-formatted text. For example, on March 7, 2021, JAMHS posted a photograph of a write-up on Sam Sachs. Like the stone posts, this post had no caption to accompany it. It is suggested that if JAMHS wants to share a piece of writing that they choose a section of the writing to highlight, instead of sharing the whole article. By highlighting only a section of the story and pairing the story with a caption, JAMHS could better engage with its audience.

From Facebook analytics, it can be concluded that JAMHS has had steady engagement within the last 6 months. There has not been sufficient growth in new activity over the period; however, the actions and page likes have increased which shows that the page followers continue to support the business and its Facebook presence. Compared to previous periods, there has been a large increase in male engagement, specifically in the 55 and older age range, as well as a slow but steady growth in female engagement. Overall, the JAMHS Facebook page has been able to gather positive feedback from post engagement and page likes for its niche audience.



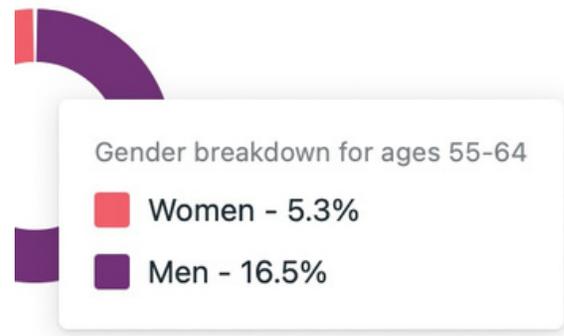
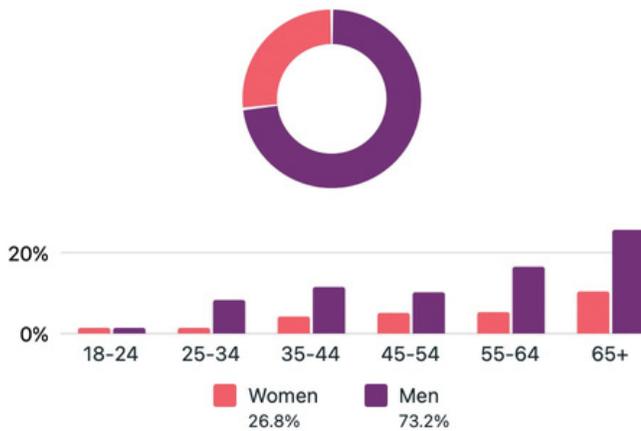
Facebook Content Analytics

The age group that engages most with the content posted is males 65+. While age 65+ is not the target audience of JAMHS, it does fit the demographics of Facebook users; 41% of all Facebook users are 45 years of age and older (Hirose, 2022). In all age categories, males are more engaged with the page than women based on liking, commenting and friending of JAMHS content. The content of JAMHS reaches people in New York, NY and Long Beach, CA more than any other state. The United States and Israel are the countries that have the most amount of people engaging with the Facebook page of JAMHS.

Facebook Page likes ⓘ

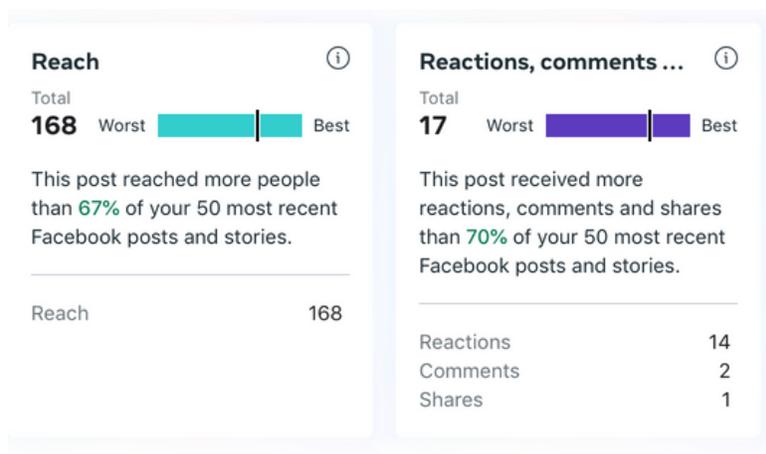
1,073

Age & gender ⓘ



Facebook Content Analytics

The post with the most reach for JAMHS was originally created by another organization, the American Jewish Historical Society. JAMHS added a caption, "Louis Peskin might well have attended these services in India. We will be displaying the Louis Peskin Collection for the first time this November at the Alpert Jewish Community Center of Long Beach. Shabbat Shalom and l'shanah tovah umtukah!" to the content posted by the American Jewish Historical Society on September 23rd at 12:05pm. The post reached 168 people, the highest number of users for the analysis period.



The post with the second highest reach was also unoriginal content that the Jewish American Warrior posted. JAMHS reshared the content without any comment or caption on September 16th. The post with the third highest reach is original content posted by JAMHS on October 10th. The post was the logo of JAMHS with the caption "Did you know Teddy Roosevelt described a Jew named 'Pork-chop' as 'one of the best fighters in the regiment?' A young Jew who developed into one of the best fighters in the regiment accepted, with entire equanimity, the name of 'Pork-chop.' - Rough Riders by Theodore Roosevelt #jewnamedporkchop #teddyroosevelt #teddyrooseveltquotes #roughriders #jewishmilitary #jewishhistory #jewishmilitaryhistory." The total reach for JAMHS for the past 28 days was 302 users; this is a 141.6% increase from August 17th, 2022.

Facebook Content Analytics

Based on the data, in order for JAMHS to grow its audience, it should continue to reshare other organizations' content. For example, when JAMHS reposted content from the American Jewish Military Society, JAMHS reached a higher number of viewers than its original content. By resharing the American Jewish Military Society's post, JAMHS expanded its audience. Additionally, JAMHS should continue to use the hashtag #jewishhistory, as the aforementioned original shared piece of content by JAMHS used this hashtag. This piece of content, even though it was original to JAMHS, had the third-highest reach because of its hashtag use. For further consideration, the hashtag #Jewishhistory has over six thousand views, meaning that many people who might be interested in JAMHS's content are viewing posts with this hashtag. This is an easy hashtag to be incorporated into JAMHS' future posts which could help the organization grow its community.

#jewishhistory

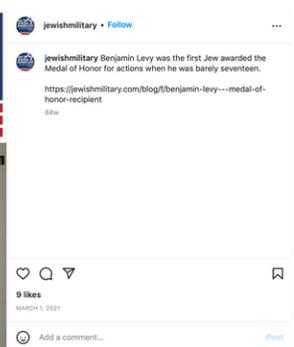
6.9K people are posting about this

Amount of posts currently using this hashtag on Facebook

Instagram Content Analysis

At the time of analysis in October 2022, the Jewish American Military Historical Society Instagram (@JewishMilitary) had 151 followers and 10 posts. One post was published this month, but no other posts have been shared over the 17 months. JAMHS' Instagram profile includes its extension name and website link. However, the link is inactive. Moreover, the account is lacking in story highlights and regular posting, which poses difficulties when analyzing their analytics.

Out of the ten posts, four honor important dates in Jewish American military history, three posts share stories paying tribute to Medal of Honor recipients, two posts promote the comic book "Tibor Rubin Jewish American Military," and the very first post is promotion to the JAMHS website. This reveals that JAMHS' content's overarching goal is to pay annual tributes to specific historical events in Jewish American history.



Instagram Content Analytics

Since Instagram can only display data in the last 90 days, we explored the Instagram insights from the past three months. JAMHS shared one post and an Instagram story on October 9, 2022. These two pieces of content reached 73 accounts, which is a 1.9k% increase in reach compared to the time period from April to July. This increase is partially due to the fact that there was a large gap in between posting during this time period. Among the 73 accounts reached, 40 accounts that viewed the content were not following JAHMS. Of the 73 accounts that reached this post, it included 38 profile activities, 35 profile visits (66.6% increase compared to April and July) and 3 website taps. 5 followers and 1 non-follower make up 6 account engagements (500% increase compared to April and July); all engagements are from post interactions with 6 likes and 2 saves. Once again, the large increase is due to the inactivity of posting between that time period. The story reached 27 accounts, and the post reached 60 accounts with 38 accounts from hashtags, 23 accounts from home page and 3 accounts from profile.

Highest reach on a post



This post reached 63 people compared to your median post (63 people) on Instagram.

Highest likes on a post



This post received 5 likes.

Highest comments on a post



This post received 0 comments compared to your median post (0 comments) on Instagram.

Engagement

Post likes, comments and shares

8 ↑ 100%

Total from last 90 days vs 90 days prior



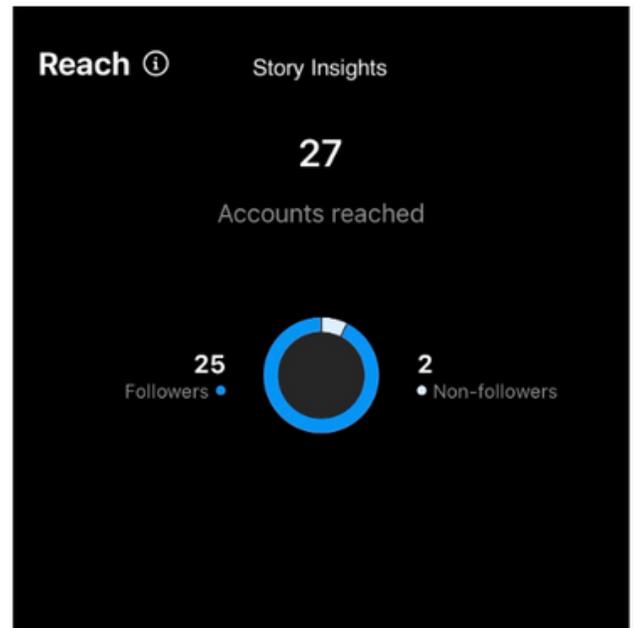
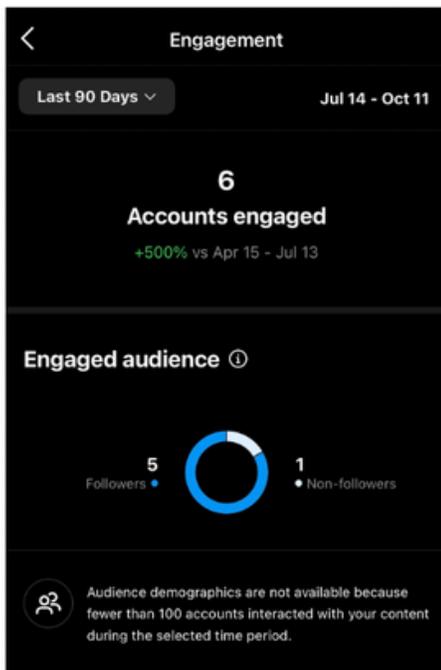
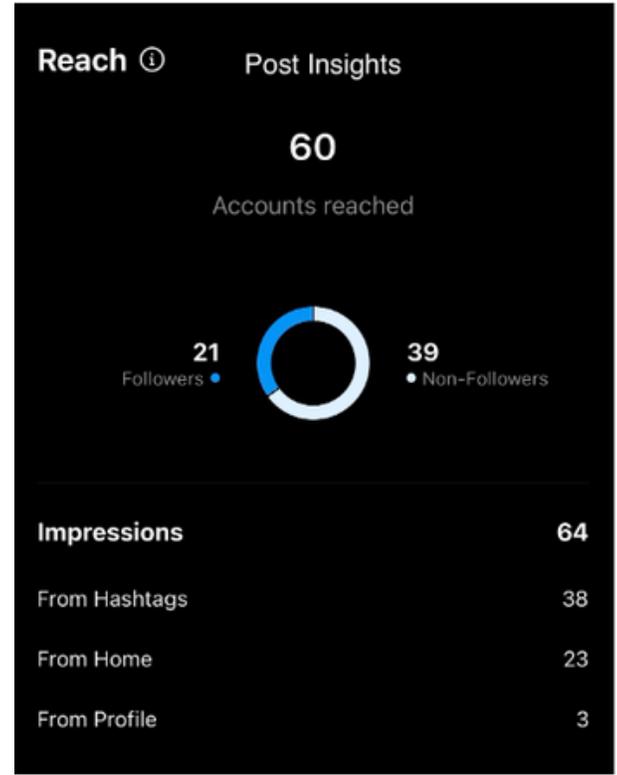
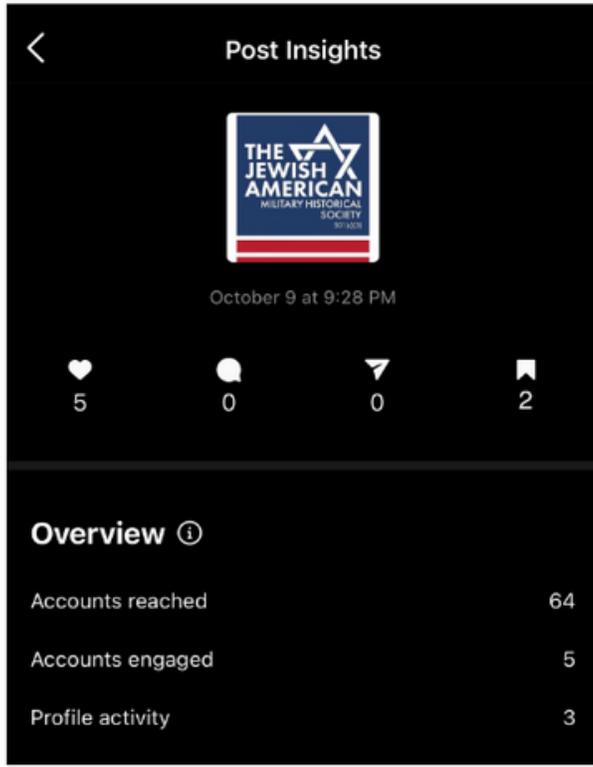
Median post likes, comments and shares per media type For posts created in the last 90 days



Median post likes, comments and shares per content format For posts created in the last 90 days



Instagram Content Analytics



Youtube Content Analysis

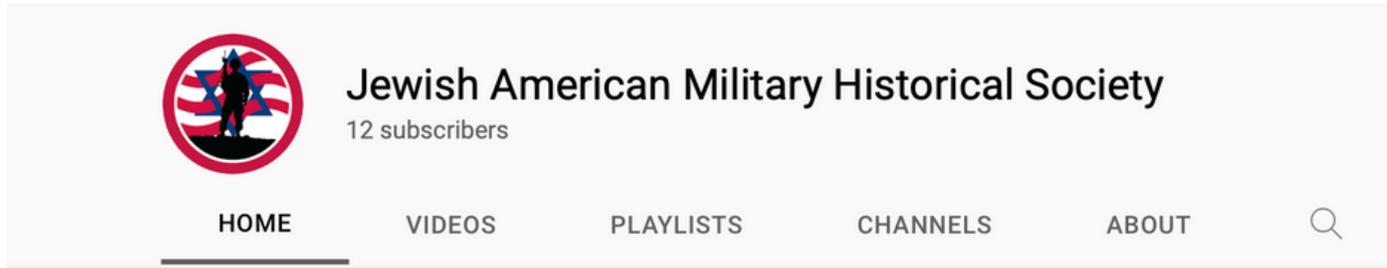


At the time of analysis in October 2022, the JAMHS' YouTube channel had 12 subscribers and 3 uploaded videos with a total channel view count of 851. Furthermore, the channel contained two created playlists that linked to outside content focusing primarily on historical military battles. Although all activity predates the time constraints provided over the past six months, due to the lack of recent content, the agency will be analyzing all three.

The three different uploads on the client's channel do not share a specific overarching theme. Each post is loosely connected because the posts highlight different aspects of the client's offerings. Two of the three videos share brief stories of two Jewish American military veterans. The third is a promotional video attempting to attract a crowd to attend a Veterans' Day event. The promotional video is made to promote a similar organization, the Alpert Jewish Community Center. This suggests that JAMHS has a relationship with the Alpert Jewish Community Center.

Video Title	Views	Likes	Comments	Shares
LTC (R) Sam Sachs Early Life Trailer	101	3	0	0
Gliding into the Netherlands, September 17th, 1944	686	18	1	0
Alpert Jewish Community Center Veterans Day Promo	86	3	0	0

Youtube Content Analytics



As the client has had little to no presence on this platform in recent months, it is recommended that the client become more active, potentially posting a video once every two weeks. YouTube is an excellent platform to promote long-form content, providing a wonderful opportunity for the JAMHS to share in-depth, emotional stories of this community's contributions to the U.S. military. These videos could be used as a space for interviews, testimonies, and other emotionally-charged content. This would connect more directly to the audience and therefore it could result in more shares.

The client was unable to provide the agency with internal access to the YouTube channel, thus the only available analytics came from an external view. As can be seen throughout the chart above, the client's channel has very low levels of engagement and no shareability. As previously mentioned, It is recommended the client adopt a more frequent uploading schedule containing content that will resonate emotionally with clients. This will not only spark more engagement, but it could help JAMHS to acquire more shares.

Google Analysis



The National Museum of American Jewish Military History (NMAJMH) is the first link when you Google Jewish American Military Historical Society. NMAJMH is a brick-and-mortar museum located in Washington, D.C. This museum has both in-person exhibits as well as insightful and extensive online exhibits. NMAJMH and JAMHS have similar missions of preserving and sharing stories of Jewish American military members. The Facebook of JAMHS is the second link that appears in a Google search of Jewish American Military Historical Society. The Facebook of JAMHS is the social media platform that receives the most engagement from the target audience. The third link after googling the client is Charity Navigator. Charity Navigator is a platform used to raise money for nonprofit organizations. The page for JAMHS is blank and therefore has no overall rating for the organization. The next two links after a Google search are historyhit.com and americanheritage.com. Both links lead to website-only based companies that are solely informational and have shared stories about Jewish American military members in the past. The last link on the Google landing page is the YouTube of JAMHS. The YouTube of JAMHS has only three posts and the least engagement from the audience.

The Google search of JAMHS proves that Facebook, being that it was the second link, has the most reach. This means that JAMHS should post original and re-shared content more frequently to draw in more of the target audience through shares and likes. The YouTube of JAMHS should be kept up to date because it does appear on the first page of a Google search. JAMHS YouTube channel should have enough original content to keep the viewer engaged and make them want to subscribe. The Charity Navigator page for JAMHS should be filled out so people on the website know the purpose and mission of JAMHS and become more inclined to donate.

We explored TikTok in order to assess whether or not JAMHS's target audience was using this platform. We noticed that creators were making videos related to experiences being Jewish and serving in the military. The hashtags #jewishmilitaryveteran, #jewishmilitiay and #jewishinthemilitary were some of the most popular hashtags that existed for this type of content. We examined statistics about TikTok users' demographics and how users were engaging with the app in order to assess whether or not JAMHS should establish a presence on TikTok.

Data gathered in April of 2022, stated that the primary users on TikTok are women in between the ages of 18-24. This group made up 23.8% of users on the platform. Men in between the ages of 18-24 were the second highest group of users on TikTok. This demographic made up 17.9% of app users (L. Ceci 2022). Even though men between the ages of 18-24 are members of JAMHS's target audience, we does not recommend that JAMHS establish a presence on TikTok.

Research indicates that the most popular videos on TikTok are entertainment videos. Entertainment videos have over 535 billion hashtag views. The second most popular category of content on the app is dance videos. Dance videos have 181 billion views. The third most popular category of content is prank videos which have 79 billion hashtag views (Geyser, W. 2022). Since the content that JAMHS creates is intended to be educational, it should not use TikTok to communicate with its target audience. Instead, it should create accounts on platforms that are better suited for sharing educational content.

LinkedIn is the most expansive professional networking site across the globe. The network allows you to connect with individuals and professionals in the field you are interested in and to find jobs and internships. On LinkedIn, you are able to learn professional skills and educate yourself on topics of interest.

LinkedIn allows nonprofits to employ, market, fundraise and educate their audience. Furthermore, the platform delivers nonprofit-focused content and live events. An example of this is their #BetterTogether speaker series which involves leaders and experts directing free educational webinars on the LinkedIn microsite and social channels (LinkedIn for nonprofit - FAQ). Furthermore, JAMHS would be able to profit from LinkedIn Groups and LinkedIn Learning. Considering the mission is to preserve and share stories of Jewish American Military Members with their target audience, its common themes of education, respect and tribute fit well with such a platform. Thus, LinkedIn could provide a more comprehensive approach to educating and spreading awareness of Jewish American Military history.

The types of content you can post on this platform include blog posts, third-party content, original videos, text posts, photography and illustrations (Walker-Ford, 2022). Many individuals and organizations post in honor of Jewish American Heritage Month and National Military Appreciation Month. These organizations range from the U.S. National Archives and Records Administration and the Army Heritage Center Foundation to Matrix Technologies.

JAMHS can benefit significantly from maintaining a presence on such a platform. Firstly, its biggest competitor, the National Museum of American Jewish History, has a presence on LinkedIn but does not utilize it. Thus, JAMHS should utilize this to its advantage and become the leading organization of its nature on this platform. Taking advantage of LinkedIn as a platform to educate and share Jewish military heritage content could be really successful considering when someone likes a post, this activity will appear on their friend's feeds, easily expanding the account's reach.

LinkedIn is free to use and there are currently 810 million members. Moreover, 57% of users identify as men and 60% of users are 25-34 years old, aligning with JAMHS's target audience of men between the ages of 17 and 35 years old. LinkedIn would be another avenue for JAMHS to begin building a larger audience. In the United States, 37% of 46-55-year-olds are active users of LinkedIn, 34% are 36-45-years-olds, and 29% are 56 years and older (LinkedIn statistics, 2022). In comparison to JAMHS' target audience, this would be an essential platform to use.

JAMHS should prioritize posting images as they receive two times the number of engagements than other content on the application (Szomszor, 2022). This is appropriate considering the type of content Sam posts on his current platforms.

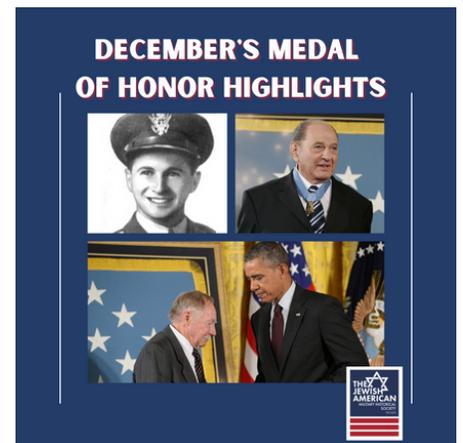
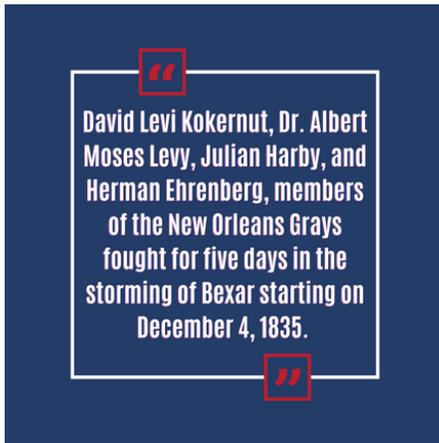
The Big Idea

All veterans have stories to tell. Many of them connect with other veterans because of their shared interests and understanding of their service in the military, but what is even more enlightening is creating a personal connection within a more relevant and personal community. The Jewish American Military Historical Society provides a platform for veterans to share their stories and listen to others among a niche group of Jewish veterans who served or are serving in the United States Army. Telling stories and recounting memories from a veteran's past is significant for both the storyteller and the audience. A Jewish veteran may want to share and discuss stories with other Jewish veterans to gain that personal connection and draw a parallel to memories that others may not understand. A veteran may also want to share their stories with an audience with little experience in their background. For Jewish Americans, it is the last time that living Holocaust survivors and WWII veterans can share their experiences firsthand. In order for people to continue talking about tragedy, pain and experience in the past, stories need to be told and taught. Everyone can benefit from a veteran story, whether it be a Jewish adult who seeks pride in his heritage or a young child who is just learning about anti-semitism and the feats that military personnel has to endure in their lifetime. JAMHS provides a space for that and more- with their mission to dedicate, distribute, and display stories of heroes.

Content Calendar

Day	Instagram Post	Instagram Story	LinkedIn Post	Facebook Post	Website	YouTube Post	Assets (Photo, Video, GIF) all assets for posts in folder linked	Hashtags	Caption/Copy - included in folder in drive	TACTIC/OBJECTIVE
Thursday		Medal of Honor Infographic		Medal of Honor Infographic Post				#JewishAmerican #JAHMS #Military		Improve social media usage on Instagram and Facebook
Sunday	David Levi Kokernut, Dr. Albert Moses	Report of Instagram Post - Link to the		David Levi Kokernut, Dr. Albert Moses Levy, Julian Harby and in the	Report: Jewish Defenders at the Alamo and in the			#JewishAmerican #JAHMS #Military	Instagram post: Today we are highlighting the contribution of the Jewish members of the New Orleans	Improve website usage and social media usage on Instagram and Facebook
Monday	Tibor Rubin	Report of Instagram Post	Tibor Rubin Anniversary of Death - Story Comic	Tibor Rubin Anniversary of Death	Tribute to Tibor Rubin Blog Post			#JewishAmerican #JAHMS #Military #JewishMilitary #History	Instagram post: On this day in 2015, Medal of Honor recipient, Tibor Rubin, passed away. We post today to celebrate his life and honor his accomplishments.	Improve website usage and social media usage on Instagram, Facebook and LinkedIn
Wednesday	Pearl Harbor Anniversary	Report of Instagram Post		Pearl Harbor Anniversary				#JewishAmerican #JAHMS #Military	Instagram post: Today marks the 81st anniversary of the Japanese attack on Pearl Harbor.	Improve social media usage on Instagram and Facebook
Friday	Help Preserve Jewish American Military History			Help Preserve Jewish American Military History Post	Help Preserve Jewish American Military History Post			#JewishAmerican #JAHMS #Military	Help Preserve Jewish American Military History	Through increased awareness and promotion of the organization's mission, donation base will be increased to come from 20% new donors by June 2023.
Monday	Raymond Zusman	Report of Instagram Post	Medal of Honor Monday Introduction	Raymond Zusman				#JewishAmerican #JAHMS #Military	Instagram post: Second Lieutenant Raymond Zusman was a Jewish American soldier that was awarded the Medal of Honor.	Improve social media usage on Instagram, Facebook and LinkedIn
Tuesday	National Guard Birthday	Report of Instagram Post		National Guard Birthday				#JewishAmerican #JAHMS #Military	Instagram post: Happy 38th Birthday to the United States National Guard.	Improve social media usage on Instagram, Facebook and LinkedIn
Sunday	Hanukkah Starts			Hanukkah Starts				#JewishAmerican #JAHMS #Military	Instagram post: The Jewish American Military Historical Society is celebrating Hanukkah.	Improve social media usage on Instagram and Facebook
Monday	Alfred B. Netzel	Report of Instagram Post	Medal of Honor Monday	Alfred B. Netzel				#JewishAmerican #JAHMS #Military	Instagram post: This week's Medal of Honor Monday is Hanukkah. Celebrate Alfred B. Netzel. He is the founder of the non-profit organization The Jewish American Historical Society.	Improve social media usage on Instagram, Facebook and LinkedIn
Tuesday	Meet Sam Yudin			Meet Sam Yudin	Meet Sam Yudin About Us Section			#JewishAmerican #JAHMS #Military	Instagram post: Meet Sam Yudin. He is the founder of the non-profit organization The Jewish American Historical Society.	Improve social media usage on Instagram and Facebook
Thursday		Story Q&A about Sam and JAHMS						No hashtags for story posts		Improve social media usage on Instagram
Monday	Ben Salomon End of Hanukkah	Report of Instagram Post	Medal of Honor Monday	Ben Salomon End of Hanukkah				#JewishAmerican #JAHMS #Military	Instagram post: Happy Last Day of Hanukkah! We hope that everyone had a wonderful holiday celebrating Hanukkah.	Improve social media usage on Instagram, Facebook and LinkedIn
Wednesday	December Medal of Honor Highlights Youtube Video Post			December Medal of Honor Highlights Youtube Video Post		December Medal of Honor Highlights	Youtube video voice overed by Sam describing the accomplishments of each Jewish American medal of honor recipient.	#JewishAmerican #JAHMS #Military #Mekaleboonor	Script for the video: This December the Jewish American Military Historical Society will be highlighting the 17 Jewish American medal of honor recipients. We at the Jewish American Military Historical Society have an in person exhibit that	Improve social media usage on Instagram, Facebook and Youtube
Thursday		Report of December Medal of Honor Highlights Post						No hashtags for story posts		Improve social media usage on Instagram
Sunday	Happy New Year!	Report of Instagram Post		Happy New Year!				#JewishAmerican	Instagram post: Happy New Year from all of us here at the Jewish American Military Historical Society.	Improve social media usage on Instagram and Facebook

Content Graphic Examples



[Click Here for Content Guide](#)

Conclusion



Audience Interaction

On Facebook, 73.3% of JAMHS audience are men and 26.7% are women. Men 65+ are 25.4%, the most significant percentage of JAMHS's current audience on Facebook. Similarly to Instagram, 75.5% of JAMHS's current audience are men, with 24.5% being women. Compared to Facebook, each age demographic from 18-24, 25-34, 35-44, 45-54, 55-64, and 65+ are within percentages of each other, with men aged 18-24 being the largest audience with 15.2%.

Platform Suggestions

Moving forward, we suggest that JAMHS implement a LinkedIn presence in order to better reach and interact with its audience. Although considered, TikTok will not be an effective platform to reach JAMHS' target audiences at this point.

Conclusion

Brand Representation

The Jewish American Military Historical Society is represented through its Facebook, Instagram and YouTube. These platforms provide a space for the organization to educate the public on the history of Jewish Americans in the military. JAMHS makes it clear that its brand is intended to share knowledge with the community by telling tribute stories, reposting educational information from similar organizations and highlighting artifacts from its collection. Therefore, these platforms accurately represent JAMHS' mission.

Sentiment towards Content

Due to the overall lack of content posted and, consequently, engagement, it is difficult to determine the sentiment towards JAMHS' content is being negatively or positively received. From the data analyzed, it appears as though the public sentiment towards the JAMHS is neutral. In order for JAMHS's content to be received positively, the client needs to post more frequently. After JAMHS begins posting more, they should create posts that are interactive and asks the audience questions. This will make JAMHS' content more interesting and thought-provoking, providing opportunities for the audience to engage and further share the content.

It is also believed that if JAMHS shared more emotionally charged content, it would develop a deeper connection with its audience. Sharing more emotionally charged content such as interviews with veterans would help humanize the organization and its efforts. By posting more frequently, fostering communication with its audience and sharing more emotionally charged content JAMHS's audience would develop a positive sentiment towards their organization and its social media accounts.

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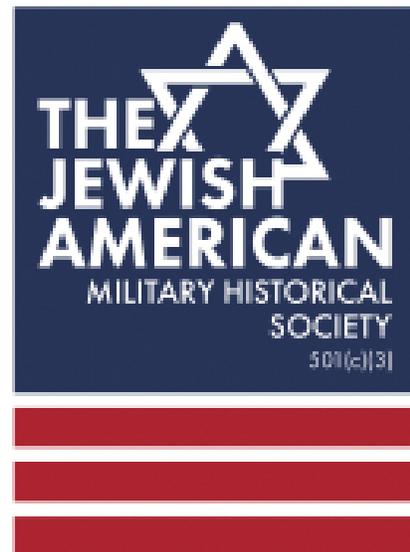
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THE GUEST ROOM
AGENCY

JEWISH AMERICAN MILITARY HISTORICAL SOCIETY



SEARCH ENGINE OPTIMIZATION KEYWORDS

Kelly Dugan
Caroline Estella
Hannah Gates
Samantha Kilman
Cecilia Roller
Nina Savio
Allison Schuster
Sophie Simmons
Bing Sun

SEO Keywords

Keyword	Location	Rationale
Jewish History Museum	Home page - main description	According to MOZ, this is one of the most frequently searched phrases centering around the topic. This will drive traffic to the site and help readers understand the museum's purpose.
American Jewish History	Home page - main description	According to MOZ, this is one of the most frequently searched phrases centering around the topic. This will drive traffic to the site and help readers understand the museum's purpose.
Jewish American Heroes	Collections page - on heading for page	In order to drive people to JAMHS collection page, JAMHS could use heroes in the description of the collections page. For example, "Our collections share a variety of Jewish American heroes' stories."
Jewish American Education	Home page - main description	This will help drive people to the site who are looking to learn about this community and conveys the client's mission.

SEO Keywords

Keyword	Location	Rationale
Jewish American Medal of Honor Recipients	New page	According to MOZ, this is one of the top ranking keywords for this domain. Creating a landing page solely with this title, pulling together the pre-existing articles about Jewish American MOH recipients, could be a great opportunity to drive traffic to the site.
Mickey Marcus	Move higher on "articles" page to be more visible, rather than having to tab through for it	According to MOZ, Mickey Marcus is a frequently searched phrase for this domain. As JAMHS already has an article about Marcus that the data shows is not pulling people to the site, making this page more of a feature will pull more traffic to the site for the target audience of those searching it.
Jewish War Veterans	Home page - main description	According to MOZ, this is the top ranking keyword for one of JAMHS' main competitors, the National Museum of Jewish American History. As this drives significant traffic to their site, JAMHS could benefit from using this phrase to pull their target audience to their site.
Jews in US Military	Articles page	According to MOZ, this is the top ranking keyword for one of JAMHS' main competitors, the National Museum of Jewish American History. As this drives significant traffic to their site, JAMHS could benefit from using this phrase to pull their target audience to their site.

SEO Keywords

Keyword	Location	Rationale
Julius Klein	Articles page	According to MOZ, this is the top ranking keyword for one of JAMHS' main competitors, the National Museum of Jewish American History. As this drives significant traffic to their site, JAMHS could benefit from writing an article on Klein to pull more of their target audience to their page.
General Maurice Rose	Articles page	According to MOZ, this is the top ranking keyword for one of JAMHS' main competitors, the National Museum of Jewish American History. As this drives significant traffic to their site, JAMHS could benefit from writing an article on Rose to pull more of their target audience to their page.
Jewish Naval Officers	Articles page	According to MOZ, this is the top ranking keyword for one of JAMHS' main competitors, the Jewish War Veterans of the USA. As this drives significant traffic to JWV's site, JAMHS could benefit from writing an article on Jewish naval officers to pull more of their target audience to their page.

Sources: Jewish Military Domain SEO Analysis. (2022, October 19). MOZ. Retrieved October 19, 2022, from <https://moz.com/domain-analysis?site=https%3A%2F%2Fjewishmilitary.org%2F>

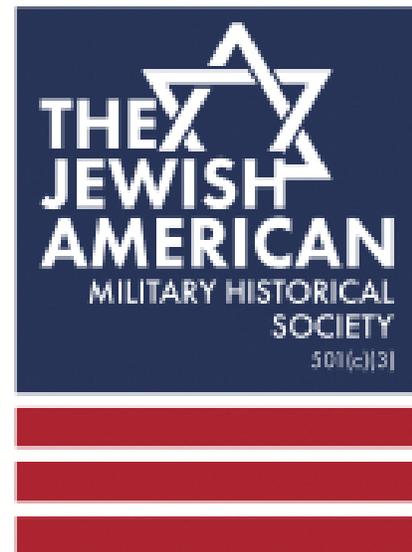
NMAJMH Domain SEO Analysis. (2022, October 19). MOZ. Retrieved October 19, 2022, from <https://moz.com/domain-analysis?site=https%3A%2F%2Fnmajmh.org%2F>

JWV Domain SEO Analysis. (2022, October 19). MOZ. Retrieved October 19, 2022, from https://moz.com/domain-analysis?site=https%3A%2F%2Fwww.jwv.org%2Fwho_we_are%2Four-museum%2F



THE GUEST ROOM
AGENCY

JEWISH AMERICAN MILITARY HISTORICAL SOCIETY



IMPLEMENTATION AND EVALUATION

Kelly Dugan
Caroline Estella
Hannah Gates
Samantha Kilman
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Gantt Chart

[Link here](#) to Gantt chart

Jewish American Military Historical Society

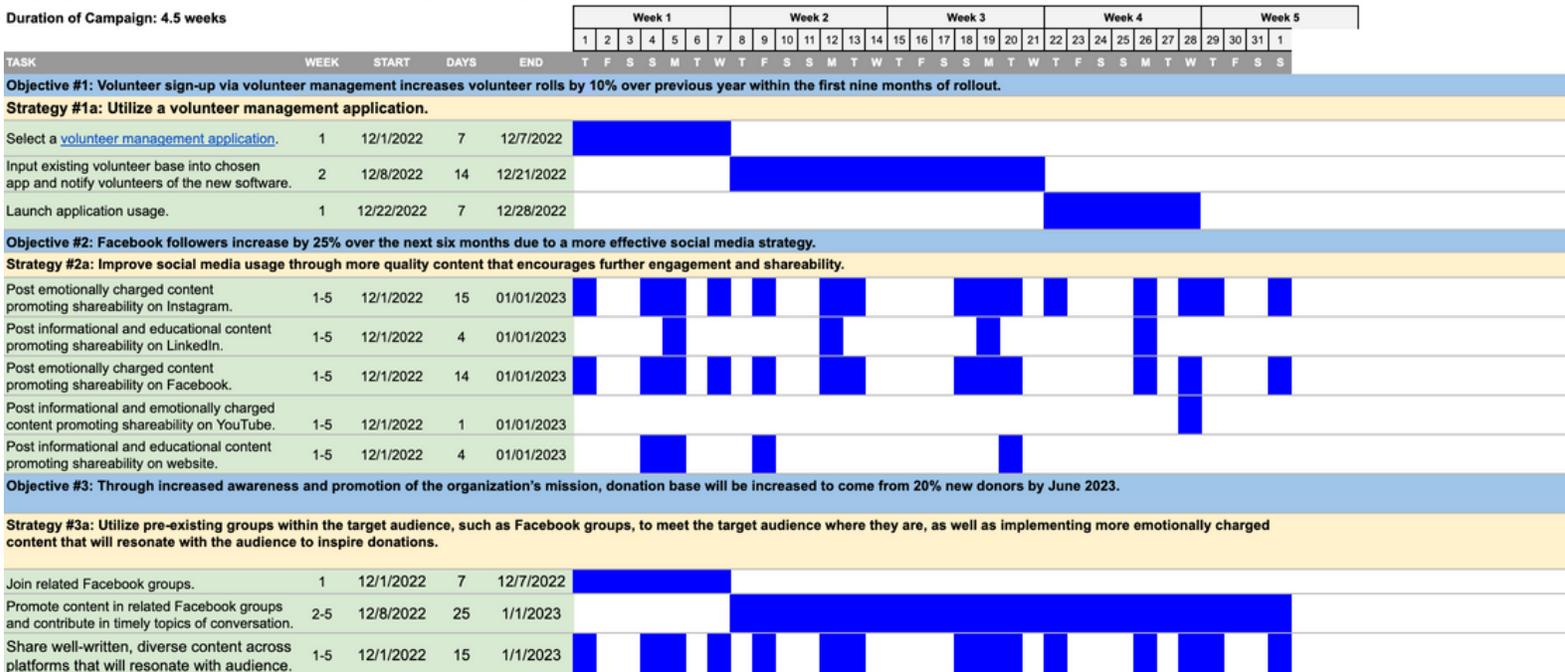
PRL376

Kelly Dugan, Caroline Estella, Hannah Gates, Samantha Kilman, Cecilia Roller, Nina Savio, Allison Schuster, Sophie Simmons, Bing Sun

Duration of Campaign: 4.5 weeks

Key: Objective (blue), Tactic (green), Strategy (yellow)

Timeline Key: Week #1 of Launch: 12/1



Budget



As of right now, The Guest Room Agency does not plan on using the JAMHS budget to complete the social media campaign; however, The Guest Room Agency does foresee the need for a video editor in the future. A video editor is typically paid between 50-60 dollars an hour. The Guest Room Agency believes that a video editor would be helpful to improve the quality of Facebook and Youtube videos.

Workflow process

The Guest Room Agency created a social media plan that Sam Yudin can complete on his own, without any help from outside sources. If the campaign succeeds and JAMHS's social media platforms grow in followers The Guest Room Agency thinks that JAMHS should develop a more extensive workflow process. This new process should utilize some of the volunteers so that Sam can focus on the business side of the JAMHS. Volunteers could be utilized to create more content similar to the content The Guest Room Agency has created for JAMHS. JAMHS could also hire someone to periodically evaluate the analytics and fill out the spreadsheet. The spreadsheet should be updated twice a month in order to see what posts are working.

Measure the success of the plan

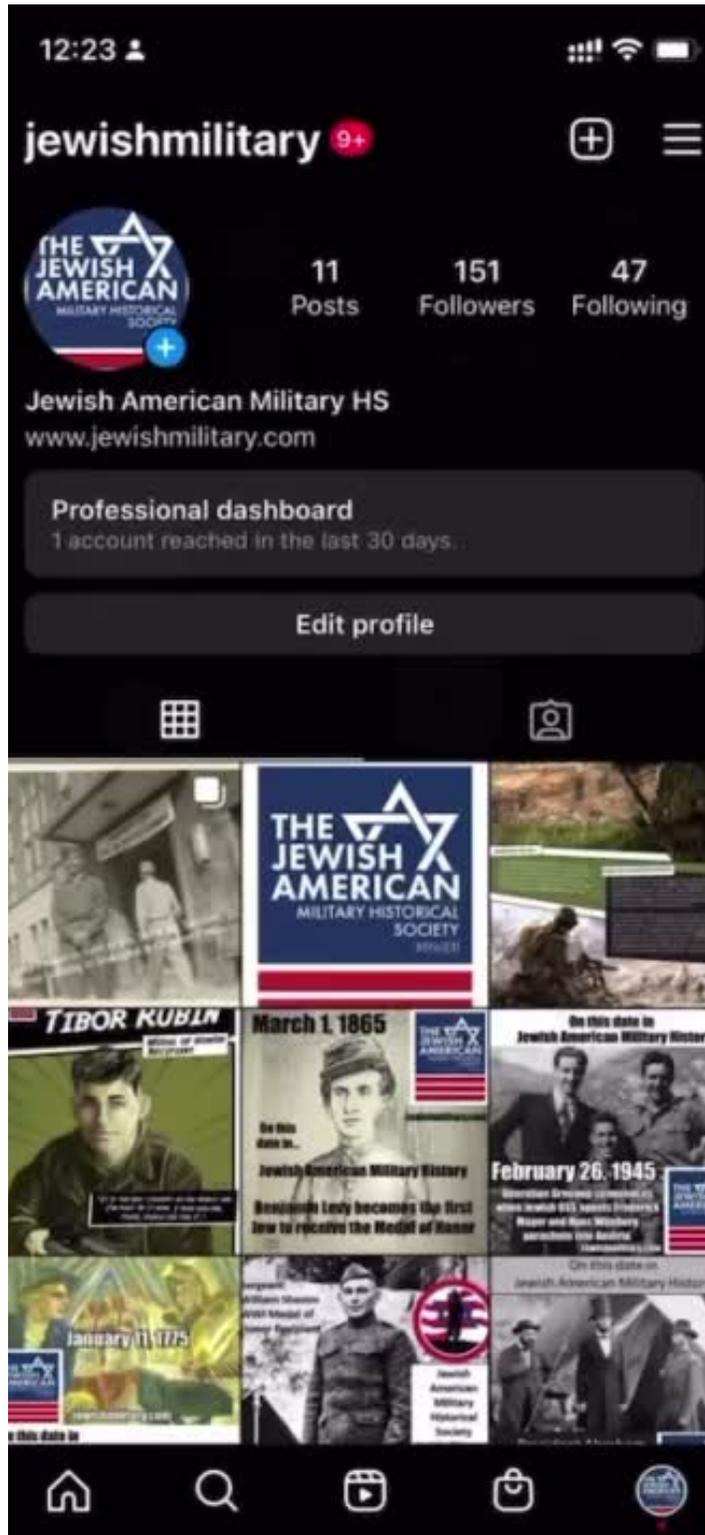


In order to measure the success of our social media campaign The Guest Room Agency suggests that JAMHS uses analytics on each platform. These analytics provide insight into which posts are the most effective in interacting with your audience. The first foundational analytics which should be examined are the reach, impressions and any mentions a post receives. These measurements help indicate which posts are working and which aren't. Thus, they are useful measurements to explain whether or not The Guest Room Agency's plan is working.

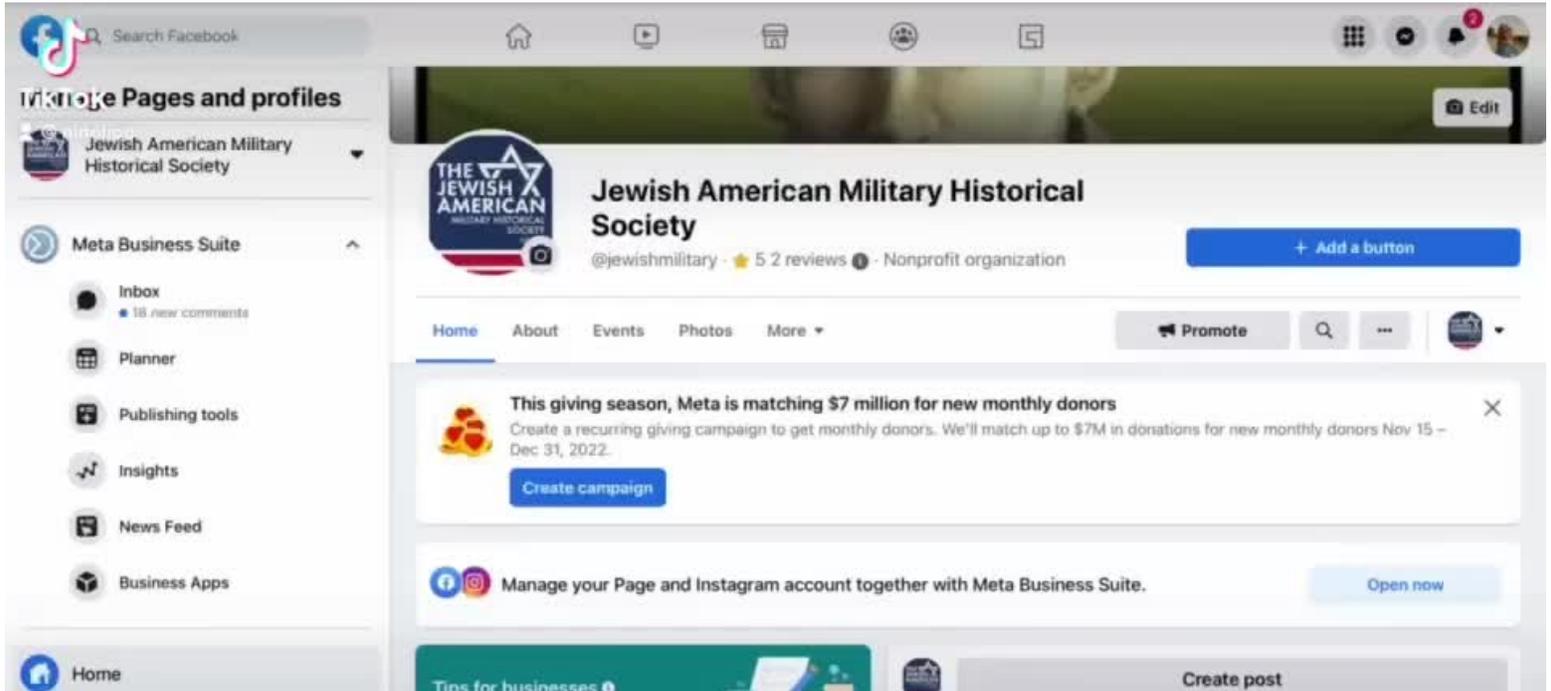
Another important metric JAMHS should look at is the age of its followers. Most of their Facebook followers currently are men over the age of 65. The Guest Room Agency believes that JAMHS should try to expand its audience by connecting with younger people. By assessing the age of their followers, JAMHS will see if the content it is sharing is working to interact with this younger age group.

The Guest Room Agency believes that JAMHS should look at these analytics after the the first eight posts have been shared. The Guest Room Agency has created sixteen posts in total. It will be useful for JAMHS to look at the analytics after the first eight posts have been shared because it is the halfway point of the social media campaign. Then after the sixteen posts have been shared JAMHS should reassess the analytics to see if the content strategy The Guest Room Agency has developed is working.

Video of the metrics



Video of the metrics



Analytics

[Link here](#)

A spreadsheet for analytics on how to keep track of current social media analytics and performance on Facebook, LinkedIn and Instagram.

Definition of the metrics



A Mention - when a social post includes a reference to your brand. This can be a tag in a photo or video or a mention in a caption of a post.

An impression - The number of times the content you post is displayed even if it is not interacted with.

Reach - The total number of people that see your content

Engagement - How much your audience interacts with your content including likes, shares, comments and reposts.

Conversation - interacting with the audience directly through comments, direct messages, and Facebook messenger.